

# **METHOD AND APPARATUS FOR OPTIMIZING CONTENT DELIVERY ON LOCAL SUBNETS**

## **ABSTRACT**

One embodiment of the present invention provides a system that facilitates optimizing content delivery on a network. During operation, the system receives an item of content at a first client. During the download of the content or after downloading the content, the first client receives a broadcast request for the content from a second client on the same local subnet. Upon receiving the broadcast request, the first client sends a broadcast response to the local subnet, wherein the broadcast response identifies a multicast address to which the first client will deliver the content. The first client then delivers the content to the multicast address so that the second client and any other interested clients on the local subnet can receive the content.